

October 27, 1952

Mr. James Spence
General Manager
Ivy Network
165 Elm Street
New Haven, Conn.

Dear Jim:

It comes the time again to give that report on the many accounts handled through the Ivy Network over the past months. This letter will concern itself with the Ford Symphony Hall; others will follow soon on Rheingold, Lee Hats, Saks Fifth Avenue, Lucky Strike, etc.

I want to tell you first about the response to the Symphony Hall letter we sent out to our listeners this fall. A postcard was enclosed to be filled out by those who wanted a printed program of the Ford Symphony Hall schedule for the rest of the fall season. It was most satisfying to look through the bundles of postcards and read the short comments that casual Yale men scrawled in the margins. There were such things as "great show...keep it up," "Ford Symphony Hall should be three hours long every night," and one short epic that read "the tone is fine, music is great, commercials are intelligent, a la bonne heure!" (I think it is a compliment). These are just a few of many which came from that usually cynical, ostensibly expressionless listening audience of ours.

I think you have already seen poll results for the hour between 10:00 - 11:00 and know that it's without doubt the best listening time we have all day. Whenever our local business office asks for spot availability, their first request are generally 10:04-30 and 10:59-30.

Terrence O'Brien took over as Ford Symphony Hall director this fall and has created what I feel is its most intelligent schedule to date. He has carefully weighted the schedule so that the tastes of all should be satisfied. There are enough familiar orchestral works for the uninitiated and the "youngsters" and also enough material to satisfy the most astute "long-hairs". He has worked with his announcers a great deal and the staff is turning in extremely capable performances. They're handling commercial copy, and extremely good copy at that, with finesse, reserve, and dignity. It's always satisfying to me personally to listen to the show just from the point of view of good radio production.

Enclosed you will find the results of one of our latest ventures: proof of performance sheets. There aren't too many now since we have only been using them for the last two weeks. I think, though, that you'll understand that we have been giving the Ford Symphony Hall at least two courtesy announcements every day of broadcasting. We know that we've got a great listening draw there,

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and plug it at every opportunity.

That's it for now. The other reports will follow.

Blessings on you,

Karl Honeystein
Program Director

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